This presentation premiered at WaterSmart Innovations

watersmartinnovations.com

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INNOVATIONS

The Everyday Value of Household Data

Water Smart Innovations Conference, Las Vegas

October 3, 2019

Overall Water Use: Average per Household
October 2018 – October 2019

43,696 gallons per year

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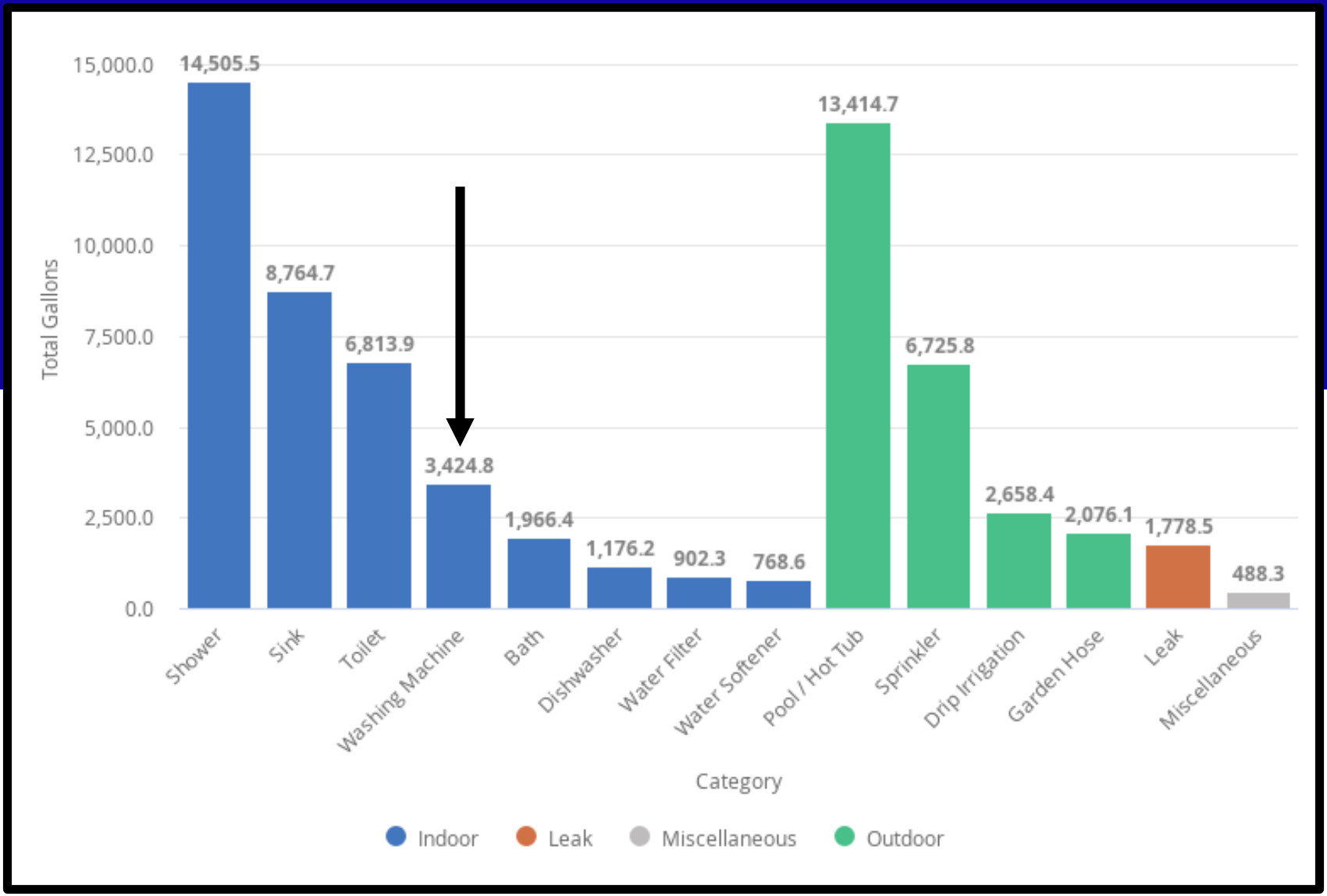
The Value of Categorization



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Washing Machine Use:
Average per Household
October 2018 – October 2019

3,425 gallons per year

= 65 gallons per week

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Washing Machines: Traditional Efficiency

1990s Washer
40+ gallons per use

Current Top Load Washer
15-20 gallons per use

Modern Energy Star HE
<10 gallons per use

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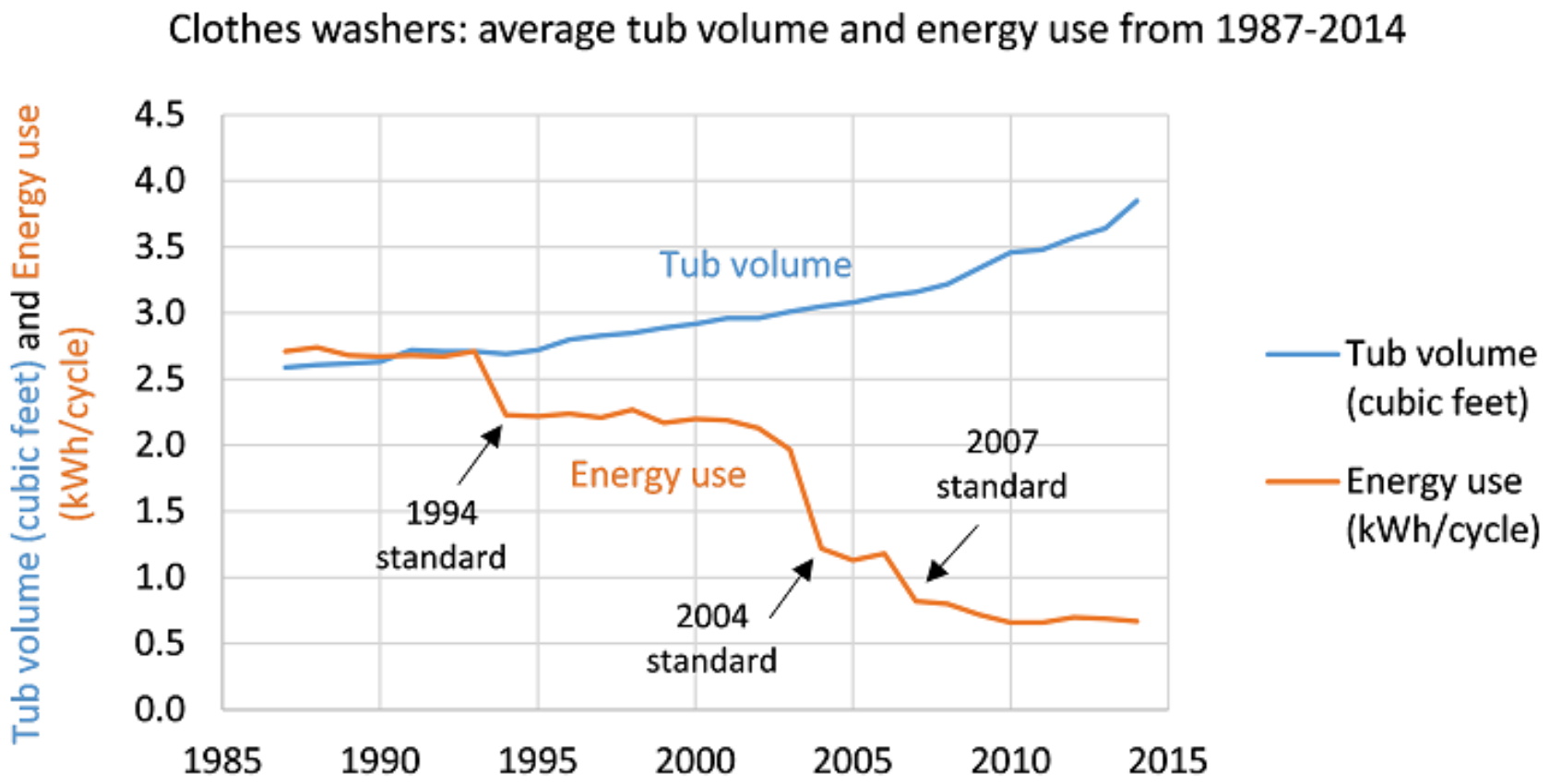
Washing Machine Performance Over Time



Source: ***Association of Home Appliance Manufacturers.***

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How does a consumer choose?

- Manufacturers make offerings confusing: Is it Energy Star, HE, CEE Tier 1, Tier 2, etc.?
- Standards organizations try to simplify but end up creating confusion.
- The average consumer doesn't know what a Water Factor is, what an IMEF is, and doesn't want to do the math to understand washing machine efficiency.

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And what does that really mean?

- Does buying the most efficient model make sense for everyone?
- Would buying a high efficiency dishwasher really pay off the initial expense?
- The smartest choice for each consumer depends on their load size, frequency of use, water prices, energy prices, etc.

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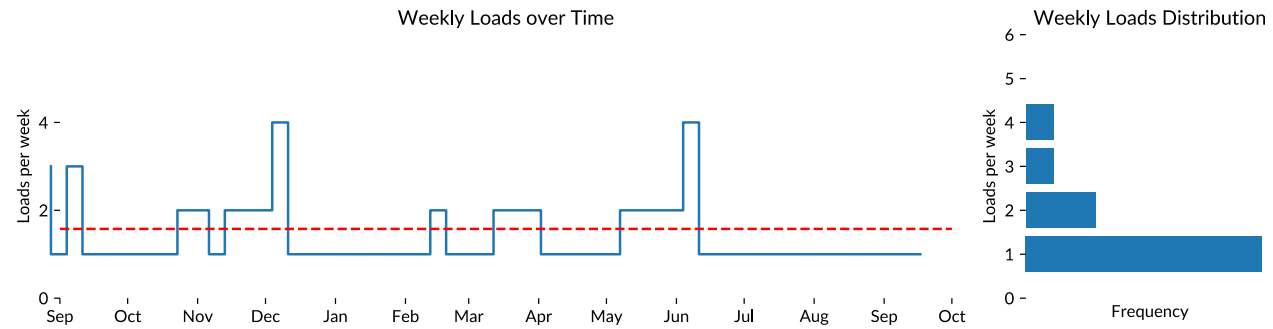
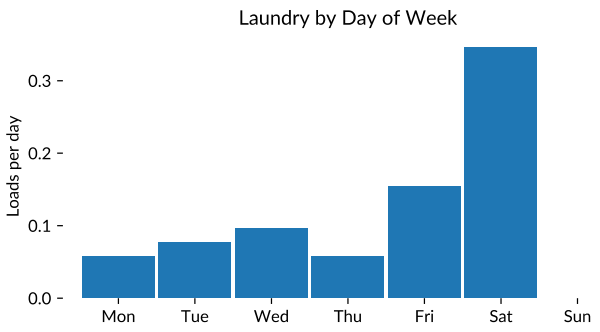
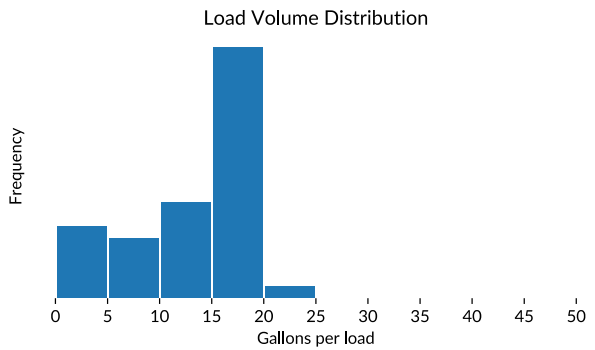
Real-World Washer Use: 1 year "One Load Wonder"

One Load Wonder

530 gallons per year







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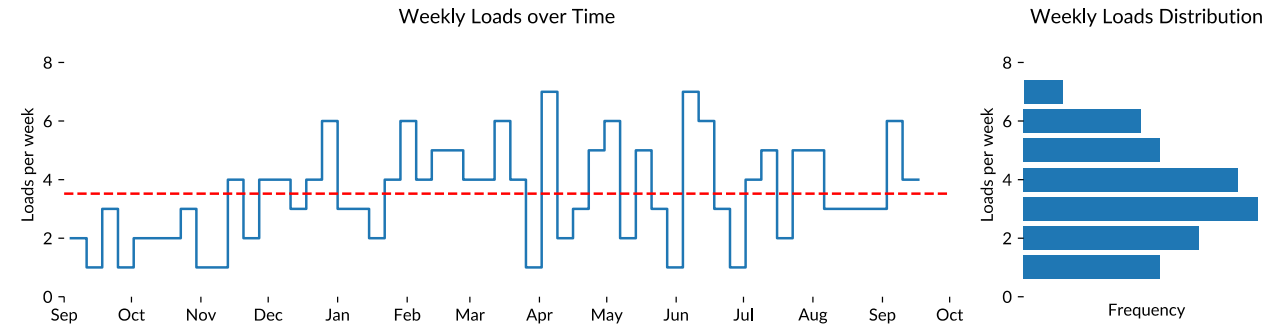
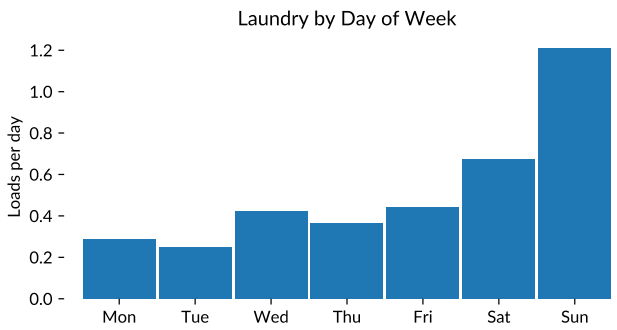
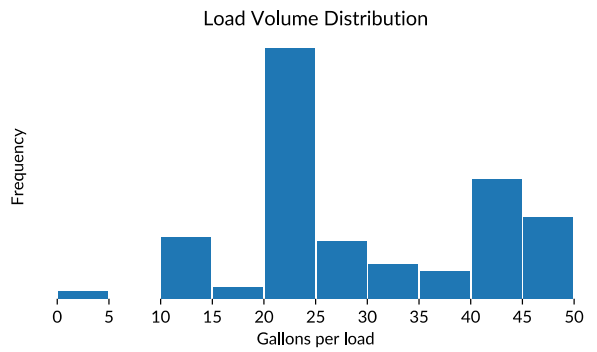
Real-World Washer Use: 1 year "Cozy Couple"

Cozy Couple

6420 gallons per year







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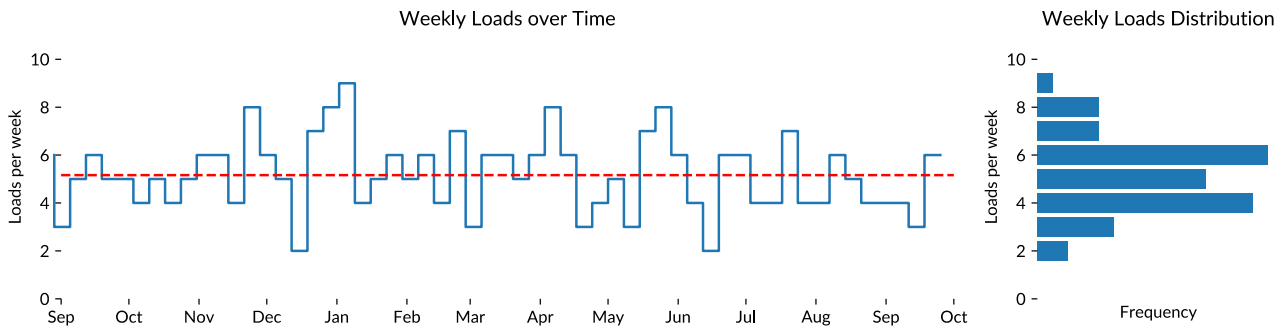
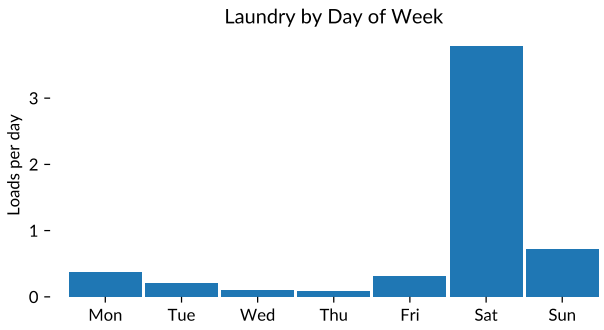
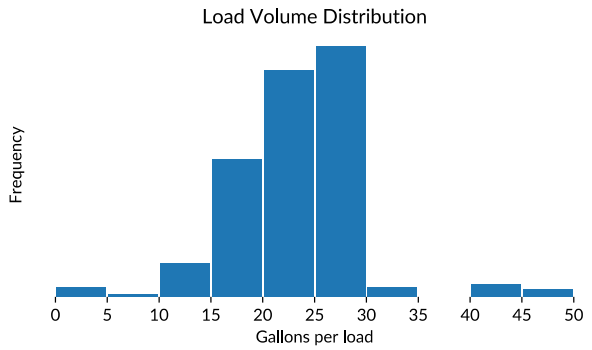
Real-World Washer Use
“Weekend Warrior”

Weekend Warrior

6810 gallons per year







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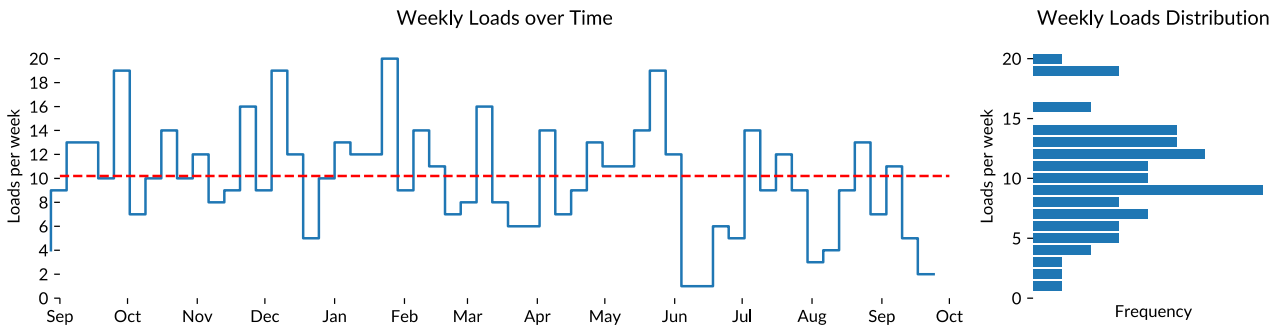
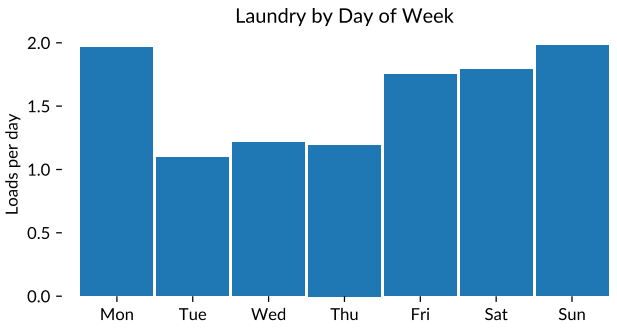
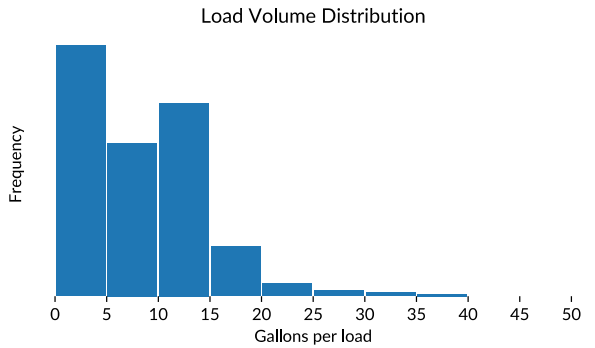
Real-World Washer Use
“Daily Doer”

Daily Doer

4970 gallons per year







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Washer Usage Analysis:
Conclusions from Real-World Samples

How a washer is used, both in frequency and in cycle type, has a far greater impact on net savings and payback period – and now we can show real comparisons. ***Personalized information drives behavioral change.***

Individualized data promotes informed decisions (i.e., if you had model X from Whirlpool you would have consumed X gallons vs. yours today)

Accurate information benefits all parties: the individual who saves, the vendor whose price is more easily justified and the planet for saving resources more effectively.

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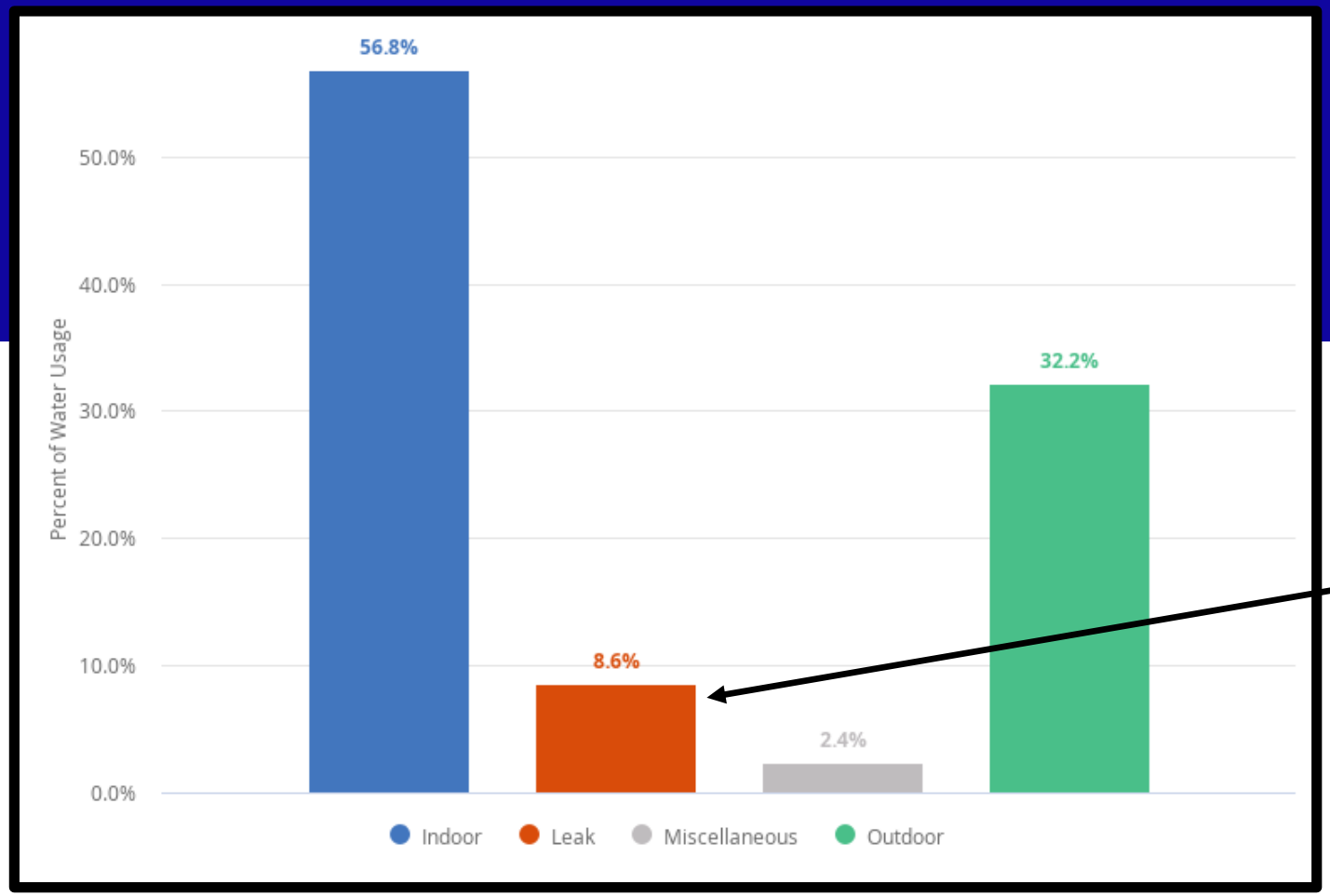
Is Leak Detection Actually Important?

Detecting and recognizing leaks or unintended water usage is of vital importance to a homeowner and to an insurance company.

But:

- Leaks don't happen every day.
- Water usage can tell a homeowner a lot about their home.
- If you don’t know what "normal" is for your home, you don't know if you have a problem when you see unusual water bills or water usage.

Water Loss due to Leakage = Annual Washer Use



Equals 3758 gallons of water lost

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